

Friska Febrianty

Content Writer | UX Writer | Digital Marketing

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PROFESSIONAL SUMMARY

Content Writer and UX Writer with experience across SaaS, agency, and media environments. Skilled in SEO content, product and feature writing, UX microcopy, email marketing, social media content, thought leadership, and campaign messaging for B2B and B2C audiences. Background includes writing for websites, blogs, apps, newsletters, ads, and product education materials, plus collaborating with marketing, product, and leadership teams to turn complex ideas into clear, useful, conversion-focused content.

CORE SKILLS

Content Writing, Copywriting, UX Writing, SEO Content Strategy, Blog Writing, Product Content, Feature Announcements, Email Marketing, Newsletter Writing, Social Media Content, Ad Copy, Thought Leadership Content, Content Strategy, Content Editing, Keyword Research, Brand Messaging, Marketing Communications, Influencer Marketing, KOL Management, Campaign Planning, Stakeholder Collaboration

PROFESSIONAL EXPERIENCE

Copy & Content Writer, UX Writer | [Rezerv Pte Ltd.](#)

Singapore | Jun 2023 – Present

- Write and refine content for the company website, mobile app, and web app to improve clarity, usability, and brand consistency.
- Create UX microcopy that guides users through booking, payments, onboarding, and other product flows across web and mobile experiences.
- Produce SEO-driven blog content and social media content for B2B and B2C audiences to support organic growth and visibility.
- Develop digital ad copy and campaign messaging aligned with marketing objectives and conversion goals.
- Write product tutorials, feature updates, and roadmap communications to help users and stakeholders understand product capabilities.
- Update and optimize existing content based on keyword research and SEO best practices.
- Collaborate with marketing and product teams on content strategy, campaign planning, and user-facing messaging.
- Contributed to grant and proposal submissions for sponsors and government-backed business initiatives.

Content Strategist & Copywriter | [Design Angel](#)

Los Angeles, United States (Remote) | Dec 2024 - Feb 2026

- Researched, planned, and wrote LinkedIn thought leadership content for the founder, supporting positioning, reach, and inbound lead generation.
- Owned the company newsletter from editorial planning through writing and editing.
- Wrote YouTube scripts and episode outlines aligned with brand voice and messaging goals.
- Planned and wrote email sequences designed to move prospects from lead magnet to discovery call.

Marketing Communication & KOL Specialist | [DFW Creative Pte Ltd.](#)

Singapore | Sep 2020 - Jun 2023

- Developed strategic pitch decks and campaign materials for global brands.
- Managed influencer relationships and partnerships to support campaign goals and brand visibility.
- Planned and launched social media content and advertising campaigns across multiple platforms.
- Supported company-wide marketing strategy, client retention efforts, and stakeholder communication.
- Organized tailored events and activations for high-profile clients and partners.

Digital Strategist Advisor | [PT. Roodolph Detik Abadi Group](#)

Indonesia | Feb 2019 - Jul 2020

- Led digital strategy for multiple brands across the group after promotion from freelance social media and copywriting role.
- Developed digital marketing plans based on market trends, audience behavior, and business goals.
- Advised senior management on digital initiatives and technology adoption to improve performance and engagement.
- Supported investor-facing materials and helped secure funding at the HKTDC investor event in Hong Kong.

Digital Marketing Specialist | [PT. ARS](#)

Indonesia | Sep 2018 - Dec 2019

- Created digital marketing strategies for multiple consumer brands, including email campaigns, content, and social media initiatives.
- Analyzed campaign performance and user behavior to improve engagement, sales, and return on investment.
- Worked with cross-functional teams to produce content for websites, blogs, and social platforms.

Freelance Social Media Admin & Copywriter | [PT. Roodolph Detik Abadi Group](#)

Indonesia | Sep 2017 - Feb 2019

- Managed social media content and copy for multiple brands.
- Researched target audiences and tailored messaging to increase engagement and brand visibility.

Freelance Local Contributor | [IDN Media Company](#)

Indonesia | May 2018 - Dec 2018

- Wrote researched articles on local events, culture, lifestyle, food, travel, and current topics for regional readers.

Public Relations Intern | [Embassy of the Republic of Indonesia for Bangkok](#)

Thailand | Jul 2017 - Jan 2018

- Drafted press materials, supported media relations, and researched current events and bilateral issues for communications needs.

Editor in Chief | [Universitas Pasundan Student Press](#)

Indonesia | Jan 2016 - Dec 2016

- Led student writers and editors, managed editorial planning, and reviewed content for quality, accuracy, and deadlines.

Part-time Call Centre | [PT. Infomedia Solusi Humanika](#)

Indonesia | Mar 2016 - Nov 2016

- Handled customer inquiries, resolved issues, and documented interactions in CRM systems while meeting service targets.

Part-Time TEFL Certified English Tutor | *SPEECH English Course*

Indonesia | Feb 2015 - Sep 2015

- Delivered English lessons, assessed student progress, and provided feedback using TEFL teaching methods.

EDUCATION

Bachelor of Communication Science | *Universitas Pasundan*

Indonesia | Jan 2014 - Dec 2018

- Full scholarship recipient for academic excellence | GPA: 3.59/4.00

CERTIFICATIONS

Mini-MBA in Business Administration and Management | International Business Management Institute (IBMI) | Oct 2020

LANGUAGES

Bahasa Indonesia (Fluent), English (Fluent)